

Message Text

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44

ACTION EA-13

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AMEMBASSY PHNOM PENH

AMEMBASSY VIENTIANE

USARPAC

7TH PSYOP GP MACHINATO

USSAG NKP THAILAND

USDEL JEC PARIS

S E C R E T SAIGON 19824

LIMDIS PSYOP MESSAGE

E.O. 11652: GDS

TAGS: PINS, VS

SUBJECT: SAIGON PSYWAR TASK FORCE REPORT

REF: USIA 5085-C

1. PREFACE NOTE: BEGINNING WITH THIS REPORP WE INAUGURATE A NEW AND MORE SCIENTIFIC SYSTEM OF CONTENT ANALYSIS OF GVN RADIO PROPAGANDA DIRECTED TOWARDS THE COMMUNISTS. FUTURE TASK FORCE REPORTS WILL INCLUDE QUANTIFIED OBJECTIVE DATA OF TWO TYPES: SUBJECT MATTER CONTENT AND PROPAGANDA THEME EMPLOYMENT.

2. VOICE FREEDOM (VOF) BROADCASTS. THE GENERAL EDITORIAL TONE DURING THIS REPORTING PERIOD (NOV 1-15) TOOK ON A DISTINCT CHARACTER OF ULTRA-SERIOUS REGARD AND EVEN GRAVE VIEW OF THE CURRENT MILITARY SCENE IN SOUTH VIETNAM. OFTEN THERE WAS AN OVERTONE OF PESSIMISM. THE FOLLOWING QUOTATION FROM A COMMENTARY IS TYPICAL OF THE MOOD:

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TARY IS TYPICAL OF THE MOOD:

QTE AFTER THE JANUARY 27 AGREEMENT AND THE JUNE 13 JONT COM-MUNIQUE, PEACE WAS EXPECTED TO PREVAIL IN BOTH NORTH AND SOUTH VIETNAM. NOW, AFTER REPEATED COMMUNIST CEASE-FIRE VIOLATIONS, SUCH AS TH ATTACKS ON BUBONG AND BUPRANG, SHELLING BIEN HOA AIRFIELD AREA, INFILTRATION OF TROOPS AND WAR MATERIEL INTO SOUTH VIETNAM, SETTING UP OF SAM SITES AND REBUILDING AIRFIELDS, HOPE FOR PEACE IS WITHERING AWAY. UNQTE

THE MAJOR INTERNATIONAL AND LOCAL EVENTS OF THE PERIOD WERE THE MID-EAST WAR, THE WORLD-WIDE OIL SHORTAGE AND INCREASED MILITARY ACTIVITY IN SOUTH VIETNAM COUPLED WITH INTENSIVE LOCAL SPECULATION ON A POSSIBLE IMMINENT MAJOR COMMUNIST OFFENSIVE, TYPHOON DAMAGE IN CENTRAL VIETNAM, NATIONAL DAY OBSERVANCE, AND DEATH OF PROMI-NENT BUDDHIST LEADER THICH TAM GIAC.

3. CONTENT ANALYSIS OF VOF EDITORIAL MATERIAL YIELDED THE FOLLOWING BREAKDOWN:

LIFE IN THE DRV: 18#. MIDEAST WAR AND DEVELOPMENTS: 15#. ECONOMIC AND SOCIAL DEVELOPMENT IN SOUTH VIETNAM (INCLUDING CADRE TRAINING, THIEU APPEARANCES): 14#. CEASE-FIRE VIOLATIONS/ WAR: 13#. SINO-SOVIET DISPUTE (AND MEANING FOR HANOI): 7#. USSR DEVELOPMENTS: 7#. JMC/ICCS ACTIVITIES: 6#. CHINA DEVELOPMENTS (INCLUDING KISSINGER TRIP TO PEKING): 5#. RALLIER/DEFECTORS: 4#. CAMBODIA: 4#. ANTI-COMMUNIST ACTIVITY IN SOUTH VIETNAM (CHIEFLY RALLIES): 3#. REPUBLIC OF CHINA DEVELOPMENT (INCLUDING TRADE CONFERENCE): 1#. MISCELLANEOUS: 3#.

PERCENT

THERE WAS SOMETHING OF AN INCREASE IN THE TREATMENT OF THE SINO-SOVIET DISPUTE (USUALLY INCORPORATED INTO ACCOUNTS OF SECRETARY KISSINGER'S TRIP TO PEKING) WITH EXACERBATION OF RELATIONS BETWEEN HANOI AND ITS TWO MAJOR ALLIES, OF WHICH THIS COMMENTARY EXTRACT IS REPRESENTATIVE:

OTE PREVIOUSLY NORTH VIETNAM HAD TO SIT ON THE FENCE IN THE SINO-SOVIET CONFLICT SO THAT TI COULD RECEIVE AIDS FROM BOTH RUSSIA AND CHINA IN TIS PURSUIT OF WAR. TODAY, THE DETERIORATING SINO-SOVIET
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CONFLICT HAS MADE RUSSIA AND RED CHINA FOLLOW A POLICY OF DETENTE WITH THE U.S. THIS IS WORRYING NORTH VIETNAM. BUT NORTH VIET-NAM'S WORRIES WILL COME TO AN END IF IT GIVES UP ITS ISSUSION TO TAKE OVER SOUTH VIETNAM. UNQTE

CONTENT ANALYSIS OF VTVN OUTPUT BY SUBJECT YIELDED THS BREAKDOWN: CEASEFIRE VIOLATIONS/WAR: 25#. ECONOMIC AND SOCIAL DEVELOP-MENTS (INCLUDING US AID): 20#. CADRE TRAINING PROGRAM: 10#.

CENTRAL VIETNAM FLOODS: 8#. ANTI-COMMUNIST DEMONSTRATIONS IN
SOUTH VIETNAM: 8#. MIDEAST DEVELOPMENTS: 8#. JMC/ICCS/LA
CELLE ST. CLOUD ACTIVITIES: 6#. SOUTH VIETNAMESE INTERNAL POLITI-
CAL DEVELOPMENTS: 4#. CHINA DEVELOPMENTS (INCLUDING KISSINGER'S
VISIT): 7#. MISCELLANEOUS: 7#.

PERCENT

CONTENT ANALYSIS OF GVN SLOGANS BROADCAST BY VTVN BY THEME
YEILDED THIS BREAKDOWN:

A. CERTAINTY OF VICTORY THEME: 21#.

B. MONOPOLY OF VIRTUE THEME: 58# (BREAKDOWN INTO ASSERTION OF
SOUTH VIETNAMESE VIRTUE 20#, VILIFICATION OF ENEMY 38#).

C. OTHER THEMES (NONE MORE THAN 2# EACH) 21#.

4. VOA PROGRAMMING, BORADCAST FEEDS FROM THE POST DURING THE
PERIOD INCLUDED AS MAJOR REPORTAGE: GVN AND ARVN SPOKESMAN
COMMENT ON COMMUNIST CEASE-FIRE VIOLATIONS; COVERAGE OF COMMUN-
IST MILITARY ACTIVITY AND CIVILIAN ATROCITIES; INTERVIEW WITH CAM-
BODIAN SOCIAL WELFARE MINISTER ON AID TO CAMBODIAN REFUGEES
IN SOUTH VIETNAM; SPEECH BY PRES. THIEU ON GOVERNMENTAL
ADMINISTRATION REFORM PLANS.
MARTIN

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